

**Amendments to the Claims:**

This listing of claims will replace all prior versions of claims in the application:

**Listing of Claims:**

Claims 1-19 (Cancelled)

Claim 20. (Currently Amended) A method for displaying a TV program to a viewer, comprising:

processing information indicative of preferences of the viewer to develop a viewer characteristics information profile for the viewer;

storing the viewer characteristics information profile on a viewer storage device;

presenting the viewer with a list of TV programs available for viewing, the programs selected in accordance with the viewer characteristics information profile;

receiving input from the viewer requesting different selections; and

presenting the viewer with a list of alternative TV programs available for viewing, the alternative programs selected in accordance with an alternative viewer characteristics information profile.

Claim 21. (Original) The method of claim 20, wherein the alternative profile includes alternative viewer characteristics information for the viewer.

Claim 22. (Original) The method of claim 20, wherein the alternative profile includes viewer characteristics information for a second viewer.

Claim 23. (Original) The method of claim 20, wherein the alternative profile includes generic viewer characteristics information, the generic information pre-selected in accordance with one or more viewer demographic traits.

Claim 24. (Original) The method of claim 23, wherein the generic information is pre-selected in accordance with any one or more of available TV program content, rating, schedule, or duration.

Claim 25. (Original) The method of claim 20, comprising: replacing the viewer profile with the alternative profile.

Claim 26. (Original) The method of claim 25, comprising: allowing the viewer to edit the alternative profile.

Claim 27. (Original) The method of claim 20, comprising: randomly selecting the alternative profile from a plurality of available alternative profiles.

Claim 28. (Currently amended) A method for presenting available TV programs to a viewer, comprising:

processing information indicative of preferences of the viewer to develop a viewer characteristics information profile for the viewer;

storing the viewer characteristics information profile on a viewer storage device;

selecting a predetermined number of TV programs from a plurality of TV programs available for viewing, the programs selected in accordance with the viewer characteristics information profile; and

presenting the viewer with a list of the selected programs, the list arranged in accordance with the viewer characteristics information profile.

Claim 29. (Original) The method of claim 28, wherein selecting the programs comprises:

processing information indicative of characteristics of the selected programs; and

presenting the list comprises presenting the viewer with a list of the selected programs, the list arranged in accordance with the viewer profile and the characteristics of the selected programs.

Claim 30. (Original) The method of claim 28, wherein the list is sorted in accordance with the degree of correspondence between the characteristics of each selected program and the viewer profile.

Claim 31. (Original) The method of claim 28, wherein presenting the list comprises:

presenting the viewer with a list of the selected programs, the list including the characteristics of the selected programs.